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DEVELOPMENT STRATEGY OF TEXTILE MUSEUM SOUVENIRS UNDER THE CONCEPT OF SUSTAINABLE DESIGN

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This study explores sustainable design strategies for textile museum souvenirs to achieve cultural dissemination and environmental protection. It addresses innovation with four strategies: using eco-friendly materials, integrating cultural depth with digital interactivity, emphasizing product durability and recyclability, and enhancing market competitiveness through cross-industry collaboration. These approaches provide innovative solutions and support sustainable development in the museum cultural industry.

Key words: Sustainable Concept; Sustainable Design; Design Development; Museum Souvenirs; Textile Souvenirs, Chinese Culture.

INTRODUCTION

With the widespread adoption of sustainable development concepts, their application in the design field has garnered significant attention. Textile museums, as an essential component of museum souvenir design, serve not only as carriers of cultural dissemination but also as a bridge connecting visitors and museums.[1] However, current designs of textile museum souvenirs face numerous challenges, such as insufficient innovation and lack of consideration for sustainability. Many souvenirs are made from non-renewable materials that are difficult to recycle, which limits their market competitiveness and hinders the sustainable spread of textile culture. Moreover, traditional souvenir designs often neglect the in-depth exploration of cultural connotations and the integration with modern needs, failing to meet the public's new expectations for cultural products. Therefore, exploring new strategies for textile museum souvenir design from the perspective of sustainable design holds important practical significance.

PURPOSE

This study investigates sustainable design strategies for textile museum souvenirs through theoretical and practical analyses. It proposes design methods focusing on material sustainability, eco-friendly production processes, and culturally relevant functionality. By integrating traditional textile culture with modern concepts, the research aims to enhance cultural dissemination while minimizing environmental impact. The findings offer theoretical insights and practical guidance for sustainable museum souvenir design, promoting the heritage and development of textile culture.



RESULTS AND DISCUSSION

Innovative Craftsmanship with Sustainable Materials. In the design of textile museum souvenirs, the selection of materials and craftsmanship is crucial for achieving sustainable development. Prioritizing renewable, biodegradable, or recyclable textile materials, such as organic cotton, linen fibers, bamboo fibers, and recycled polyester, not only reduces environmental impact but also lowers transportation costs through the use of locally sourced materials, thereby supporting local industries. Integrating traditional textile crafts with modern technologies, such as using eco-friendly dyes and low-energy production processes, preserves the cultural value of traditional skills while minimizing resource consumption and pollution during manufacturing. Additionally, multifunctional design approaches extend the product's lifespan, further enhancing the sustainability of the souvenirs.

Combining Cultural Connotations with Creative Design. The design of textile museum souvenirs should delve deeply into the cultural connotations of the museum's collections, extracting representative patterns, colors, and shapes, and integrating them with contemporary design concepts to develop a series of culturally charming and modern souvenirs. This approach not only captures the interest of visitors but also meets the diverse needs of consumer groups. Moreover, leveraging digital technologies such as augmented reality (AR) to create interactive and experiential souvenirs can enhance cultural dissemination. By scanning these souvenirs, visitors can uncover the stories behind the artifacts, gaining a deeper understanding of textile culture.[2]

Enhancing Product Life Cycle Management. Souvenir design should encompass the entire product life cycle, focusing on durability, repairability, and recyclability to improve sustainability. During the design phase, emphasis should be placed on creating durable and easily repairable products to reduce waste from damage and extend their lifespan. Considering the recyclability of products by using materials that are easy to disassemble and sort facilitates recycling at the end of their life cycle. Additionally, adopting biodegradable or reusable materials for packaging reduces packaging waste, achieving comprehensive sustainable management from production to disposal.

Encouraging Market-Oriented Cross-Border Collaborative Design. The design and development of textile museum souvenirs should emphasize market-oriented cross-border collaboration. Collaborating with well-known brands or designers enhances the design quality and brand value of souvenirs, while integrating souvenir design with industries such as tourism, education, and technology to develop cross-industry products and expand market reach. Conducting market research to understand consumer needs and encouraging consumer participation in the design process increases purchase intent and brand loyalty. This market-driven, consumer-centric design strategy not only boosts the market competitiveness of souvenirs but also better achieves dual goals of cultural dissemination and sustainable development.

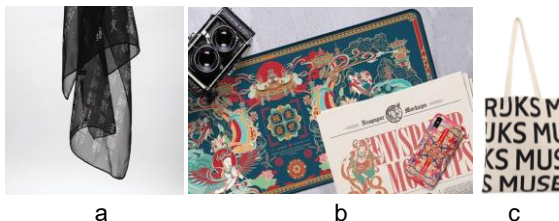


Fig.1. Souvenir examples from museums: a. Silk scarf souvenir from the National Palace Museum, Taipei; b. Table mat souvenir from the Dunhuang Museum, China ; c. Eco-friendly bag souvenir from the Rijksmuseum, Netherlands

CONCLUSIONS

This study examines how sustainable design principles can be applied to the development of textile museum souvenirs, focusing on balancing cultural promotion with ecological responsibility. It identifies four key strategies: selecting sustainable materials, enhancing cultural narratives through creative and digital techniques, implementing life cycle assessments to improve product longevity and recyclability, and fostering cross-industry partnerships to meet consumer demands and boost market appeal. These insights offer valuable frameworks for advancing both the cultural and environmental sustainability of the museum souvenir sector.

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СТРАТЕГІЯ РОЗВИТКУ МУЗЕЙНИХ СУВЕНІРІВ ТЕКСТИЛЮ ЗА КОНЦЕПЦІЄЮ СТАЛОГО ДИЗАЙНУ

У цій роботі досліджуються стратегії сталого дизайну текстильних музейних сувенірів для досягнення культурного поширення та захисту навколишнього середовища. Його інновації спрямовані на чотири стратегії: використання екологічно чистих матеріалів, інтеграцію культурної глибини з цифровою інтерактивністю, підкреслення довговічності продукту та можливості повторної переробки та підвищення конкурентоспроможності на ринку завдяки міжгалузевій співпраці. Ці підходи забезпечують інноваційні рішення та підтримують сталий розвиток музейної індустрії культури.

Ключові слова: стійка концепція; Сталий дизайн; Розробка дизайну; музейні сувеніри; Текстильні сувеніри, Китайська культура.